RTN TO
R. BROOKS

UNIVERSITY OF MASSACHUSETTS

MINUTES OF MEETING OF AD HOC COMMITTEE TO REVIEW CERTAIN PROBLEMS RELATING TO STUDENT RADIO STATION WMUA

July 16, 1969, Secretary's Office, Whitmore Administration Building, University of Massachusetts, Amherst, Mass.

Present were: Mr. Keenan (Chairman), Mr. Stadlen, Mr. Ballard, Mr. Brooks, Miss Olken, Mr. Melley, Prof. Eshbach. (Prof. Brann was unable to attend because of a previous committment.)

1. Mr. Keenan outlined the responsibility of the committee as follows: As a result of a resolution of the University of Massachusetts Broadcasting Council, with which the Board of Trustees concurred, the committee was established to study:

   a. Adequacy in terms of campus coverage of relocating WMUA transmitting facilities to Orchard Hill.
   b. Necessity at this time to spend money and effort necessary to increase the power of WMUA.
   c. Certain general questions relating to the most effective use of publicly-owned frequencies licensed to the Trustees of the University of Massachusetts.
   d. The question of whether the license of WMUA should be transferred from the Board of Trustees to a private corporation under student control.

2. The two representatives of WMUA (Mr. Stadlen and Mr. Ballard) reviewed their plans for the station, their need for more power, and the importance of quick action.

3. It was pointed out that the Trustees do not have first-hand knowledge of WMUA and its operations, but have certain apprehensions about what is broadcast since the license is held by the Trustees. There is need for information which can be provided to them.

4. There was agreement that one of the two frequencies licensed to the Trustees should be used by students at the University to program material to a primarily college-age audience.

5. There was considerable discussion of the possibility of having the WMUA license transferred from the Trustees to a student group, but not sufficient information was available on what is done at other institutions where student groups hold the license. Yale University was suggested as a good example. Mr. Brooks will obtain information on that situation.

6. More detailed information on WMUA programming and programming plans is needed. It was suggested that samples of programs be worked into a presentation which can be taped and show what the present programming quality is. In addition, a plan for WMUA programming should be developed in terms that will be compatible with the audience to be served and the educational nature of the license.

7. A professional resource for the station, such as the arrangement with Mr. Oickle for the Collegian was cited as of much value. Mr. Melley will check on the possibilities of such an arrangement.

8. The number of college-age people in the immediately surrounding area (Greenfield to Hartford and similar distances east and west) is important inansmuch as this is the audience WMUA would serve. Miss Olken will obtain demographic information.

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9. The next meeting of the committee will be on Thursday, July 24, 10:30 a.m., at the Board Room or Mr. Melley's office, Whitmore Administration Building.

10. Meeting adjourned at 3:15 p.m.